

Winning millennial consumers in FMCG product by implementing *emotional marketing on social media* (case study: TVC Indomie Kuah versi 'Bikin Santai Makin Hangat' on Instagram)

Novie, S.Sos.^a, Dr. Ir. Firman Kurniawan Sujono, M.Si.^b

^aUniversity of Indonesia, Kedoya, DKI Jakarta, Indonesia, 08568660818, amadeanovie@gmail.com

^bUniversity of Indonesia, Depok, DKI Jakarta, Indonesia

Abstract

Fast Moving Consumer Goods (FMCG) are products that sold quickly and having a brand switcher consumer type. Its biggest challenge is having many competitors in their industry that make them have to execute an accurate strategy and always create new innovation. Therefore, there is a phenomenon where FMCG products are using social media as a platform to connect brand emotionally making consumer felt appreciated and honored so they tend to buy the brand. Emotional Marketing is a concept in the world of marketing with the aim of giving the impression of a unique emotional side featuring a brand or product. Having good strategy must have a potential target audience. In this case, we need target audience who grow in digital era. It's what we called millennial generation who are 'technology savvy' and love an emotional relationship in content value. Then, how is social media, in this case Instagram, implementing emotional relation in FMCG products for millennial consumers? How consumers can be influenced to buy the products in emotionally? The purpose of this research is to be used as a brand promotional evaluation and give benefit academically.

Keywords: fast moving consumer goods; social media; millennial consumers; digital marketing strategy; emotional marketing;

1. Introduction

Fast Moving Consumer Goods (FMCG) are products that sold quickly and usually used for daily needs so their prices are relatively low. These products are easily found on mini stores or supermarkets because people are usually need these stuffs suddenly for example food and beverage, soap, shampoo, toothpaste and medicines. Indonesia is one of the countries with the fastest turnover and lowest rate for Fast Moving Consumer Goods industrial growth, 15% (Moving Annual Total on June 2014) (IFT, 2014). Therefore, this business has a big potential to be developed by many companies in Indonesia locally and internationally. Indofood and Mayora are example for FMCG local companies. Moreover, Unilever & Nestle are multinational companies for FMCG products.

For winning this competition from many companies, FMCG brands need an expansion of strategy and innovation because of the explosion of new competitors who can change consumer's buying decision. Fabrice Carrasco, *Managing Director* Indonesia-Vietnam-Philippines Kantar *Worldpanel* (KWP) said that most of Indonesia citizen have consumptive habit and always love to buy something new. They are willing to spend most of their salary to buy trending items. Based on survey about consumer habits which held by Kantar *Worldpanel* to 7.000 households in 70 FMCG product categories, there are four loyal customer types in Indonesia; 100% *Loyal*, *Shifting Loyal*, *Split Loyal*, and *Switcher*. For handling each type, company should plan a certain strategy.

According to the author of this journal, a long time ago, brand strategist maybe just only needed a promotional strategy on conventional media, but now many brands have to expand their plan to digital. It is supported by increasing Internet users significantly on 2015 by 93,4 million users and projected to rise more then

140 million on 2020. Based on Alvara Research Center data, Indonesia will be the biggest digital market in South East Asia on 2020. Williamson said that social media are a medium that designed for spreading the messages through social interaction and produced with publication technique that are easily access on a massive scale (Widjajanto 2013: 143).

Having good strategy must have a potential target audience. In this case, we need target audience who grow in digital era. It's what we called *millennial generation* who are born from 1981 - 2000 (15-34 years old). In Indonesia, there are more than 33% of Indonesia citizen on 2015 from that generation (source: Alvara Research Center). Pew Research Center mentioned that its generation has a special uniqueness from other generation in technology savvy. From this generation, technology is their primary needs for example Internet and entertainment. It is influenced by emersion of smartphone and social media networking. It changes their habit and thinking for example like sharing photo, entertainment or jokes and moment on social media (www.inventure.id).

In this case, the authors are interested to choose Instagram as one of social media because brands usually use this tool. It is represented by Webpagefx.com, there is a significant increasing in the number of top brand who use Instagram are from 73% in 2015 to 86% in one year after (the details on Figure 1). On its situs, Instagram are defined as “a fun and quirky way to share your life with friends through a series of picture. Snap photo with your mobile photo, and then choose a filter to transform the image into a memory to keep around forever. We're building instagram to allow you to experience moments in your friend's lives through pictures as they happen. We imagine a world more connected through photos”. Instagram has a virtual online community as a feature for connecting between brand and their consumers. Consumers have a significant role to be active and creator (Kozinets et al, 2008). The more media variety that we have the more medium we can use to tell a story from a brand to its customer. This can enrich customer experience from using old media with push message type and message setting to interactive type between consumer and brand (Laroche, Habibi, Richard, 2012).

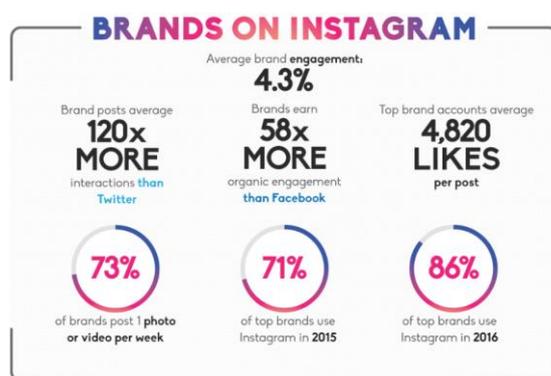


Figure 1. Brand on Instagram

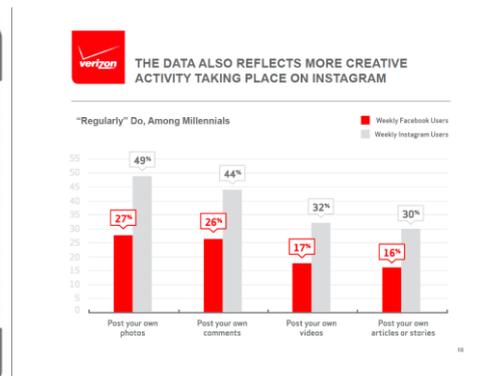


Figure 2. Social media data

This research wants to see how social media can make target audience buy promoted brand by emotional marketing. Emotional Marketing (Robinette, 2001) “is the enterprise-wide pursuit of a sustainable connection that makes customers feel so valued and cared for they’ll go out of their way to be loyal “. In marketing, the numbers of sales are not just the only focus; the marketers should think how to keep it sustainable in the market. Emotional marketing has an interesting strategy that is seldom to be copied and give strong competitive benefits. Marc Gobe (2009) mentioned that emotional branding is “a way to construct ideas by celebrating the creative process and people's imagination. The business of ideas does not need dogma or rigid formulas, it is evolving and changing based on circumstances that affect people's lives and aspirations”. In emotional marketing, there is Hallmark's value star (detail can be seen on Figure 3):

- **Product** – Features and functions, quality, design, availability, and uniqueness
- **Money** – Cost, price, promotions and other economic drivers
- **Equity** – Brand identity (what company conveys) and brand image (what consumers perceive), covering both tangible and intangible values. This helps to engender trust.
- **Experience** – The collection of touch points between companies and consumers, eg environment, customer service, loyalty programs, and events.
- **Energy** – The convenience to a customer, eg. making product or service more accessible, easier to consume, more worthwhile or personalized.

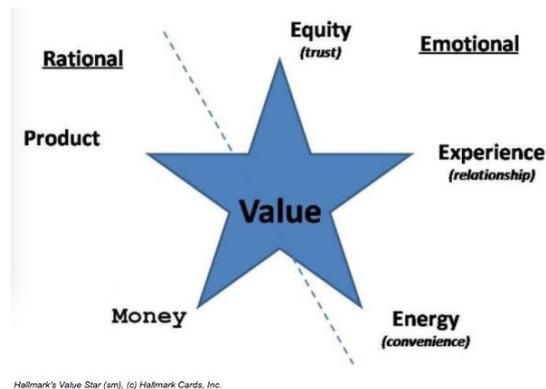


Figure 3. Hallmark's value star

While Product and Money are important elements to get into the game of any business in the first place, it is the three Es – Equity, Experience and Energy – which determines if a company could win the race for the hearts of their consumers. To succeed in a sustainable and long-term manner, the authors suggested that companies should look at both the Rational and the Emotional side of their business. In Emotional Identity article by Marc Gobe (2003) said how people emotionally connect with a brand is best defined by understanding how people experience a brand. Purchase Intention by Ajzen (1991) is defined as the intention of buying which influenced by other people, attitude and existing behavior.

Millennial loves story. Inventure.id mentioned that they are paying attention to the story about product. If it has amazing and interesting a communication message, they will be very excited to tell the story voluntary to friends, fans, followers (3Fs). This success story you can see on culinary business.

This potential strategy also can be seen by FMCG brand especially Indomie, based on observation from this author. Indomie has "*Bikin Santai Makin Hangat*" campaign that connects to consumers emotionally through the consumer personality. Indomie is giving the message in their video on Instagram about representation the warmth feeling that product can give when you climb the mountain with your best friends (detail can be seen on Figure 4, 5, 6 & 7). This is also supported by data from Lim (2014) that all FMCG producers in Indonesia are competing each other to marketing their product in innovative and inspirational way, not conservative way again.



Figure 4, 5, 6 & 7. Indomie Kuah TVC scene 30" versi "*Bikin Santai Makin Hangat*"

Then, how is social media, in this case Instagram, implementing emotional relation in FMCG products for millennial consumers? How consumers can be influenced to buy the products in emotionally? The purpose of this research is to be used as a brand promotional evaluation and give benefit academically.

2. Method

This method of this research is qualitative through case study design with descriptive explanation. Robert K. Yin on his book "Case Study - Design and Method 2002" mentioned that case study is the best strategy if you have a research question about "how" and "why" about something happen. In addition, if the author just only has a small chance to control the situation and that case happen on contemporary phenomenon in a real life. This research is served with descriptive type to visualize and document the condition so it can

describe the happening situation (Wilmer & Dominick, 1983:109).

The subjects of this research are informants (Alwasilah, 2002: 115). The special characteristics of these two informants are that they are millennial targets and having effects after watching the Indomie TVC on Instagram. On the other hand, the object of this research is that everything you want to research (Alwisiah, 2006: 115). In this case, the object is "Winning millennial consumers in FMCG product by implementing emotional marketing on social media".

This research collection is using an in depth interview with two informants, direct observation on social media and relevant documentation (books or data online). Then, the result is analyzed with thematic method on interview results. This method is used to see the pattern that cannot be seen clearly by other people because of many existing information. After that, the author can found "seeing" pattern, then can be changed to "seeing as" or clarification process of this result (Boyatzis, 1998, h.173).

3. Result and Discussion

In this research, author did an interview with two informants (MA, male, 31 years old & NC, female, 28 years old). They admitted that really active in social media especially Instagram. MA said that he could access Instagram for more than 5 times in one day with 5-10 minutes long. As a designer, he prefers Instagram better than other social media because of visual based. Different with MA, NC like Instagram because of explore feature that can track what's your favorite and recommend other same genre account to be followed.

MA always access Instagram whenever he gets break time at office or want to look for inspiration. Lunch break is his preferred time to access Instagram because it's really easy to access from mobile phone. He often follows a variety accounts about food or new restaurant updates. On the other side, NC is working at digital advertising agency so she often access social media from dawn to dusk. On weekdays, she accesses social media as soon as she arrived at office. Then, when she gets bored in the middle of meeting, she can kill time by opening social media. At the end of the day, she clicks Instagram until midnight before she sleeps. She accesses social media more often on weekends. Her special interests are about Korean drama updates or online shop.

What do they think about Indomie? They are agreed about this brand are incredibly delicious, instant, cheap and easy to be found. MA watched its commercial for more than 3 times on Instagram around two months ago. He also already follows this brand account on Instagram and is really seldom watch television because of his busy schedule at work. Both of them are agreed that these commercials give them an impact.

"When you don't see this commercials, sometimes you don't remember to consume it. So, it's kind a trigger for me to cook it when I watch it at night and feels hungry. But lately i watched it many times on Instagram ads." (MA)

"Watching these commercials on social media made me imagine myself is doing the same. I'm climbing the mountain, the weather is too cold and I'm hungry, then i cooked this instant noodle to get my body warm. It's the best menu when you go travelling. But i think when you see it at home, when it's raining outside. Indomie will be the best option too." (NC)

Uniquely, MA and NC are agreed that Indomie has a strong branding because they can bring a reality in their communication message. Their storyline is about young men who were climbing a beautiful mountain in Indonesia and had a bowl of hot instant noodle as their meal. Seeing that made informants want to associate that message with their experience that is exactly the same with that commercial. Within consuming a hot bowl of Indomie, you can feel warm and relax together with your friends. They want to recall this beautiful memory and create it once again with consuming this product again. Social media have a specialty to represent the reality. On the other side, social media can deliver the content personally and intimately to customer than other conventional media because they can access social media whenever and wherever such as at lunch break or private time.

Social media have a power to build emotional relation with consumers with transforming moment become a relevant reality. Then, the story is seen from customer's perspective and relates it to their preference or experience so intimacy can be built and successfully influenced customer's emotion to try this product. The emotional feeling reminds the customer about the product and associates its message to their needs.

"When I see the TVC, although a bit different it sometimes brings back memories. For people who have an experience of mountain climbing or camping this TVC, it will certainly trigger a flash back to that moment. The satisfaction of gulping a hot soup from Indomie at top of mountain is unforgettable moment. When we can relate to the scene of a TVC, it will touch our emotion especially if you already undergone a similar experience with the scene from TVC and or would love to have such an experience." (MA)

"Based on reality, from real moment into commercial. When i went diving, i also eat Indomie after that. They bring a real moment with handsome and popular actor. Wherever Indonesians go, they always prepare Indomie as back up meal or midnight snack especially on the mountain. This emotional part in this commercials remind me with this brand, but not exactly provoke people to buy it directly after watch it. However, i associate it directly with the thought that when i go climbing a mountain sometime, i should pack these products. This emotional marketing sends me a message that Indomie is related with Indonesia culinary and match with my personality as a traveller." (NC)

Instagram has an ability to deliver an interesting visual that contains with emotional reality. For example, the beautiful view of Indonesia and travelling hobby for young adult could sometimes bring desire to taste a variety of Indonesian food. However, NC makes a point about delivering message that brings a moment become reality, not a deception. The impact that comes with this brand should be the same with brand promise on commercials and common sense. No fabrication.

The messages of the commercials have a big role in making customer's decision making. The other aspects such as context, accessible and efforts will be huge factors to change it. If they should make a big effort to enjoy that brand, they will tend to change it to the other brand that can easily be found. Social media can be accessed from anywhere, after watching that commercial if they don't need any effort such as product availability and accessibility. Different with other case, if they meet many obstacles to find this product, the informants will pick other brands to be consumed.

"It depends on the situation. I will consume a hot bowl of Indomie if i watched the commercials at Sunday Morning, i will run to the kitchen, and cook it. Not only that, when i am craving at night or feel hungry at midnight." (MA)

"When i see it at office, i maybe buy it directly after office hour, on my way to my home. But when i already at my home, and am too lazy to buy anything and i will substitute it with other same typical brand. So, i see it first, is it equal with the effort? If it is, i am rather pick other brands." (NC)

Consumer's loyalty is depends on quality of the product. If they like its taste, people will buy it again. Other than that, people also have preferred brands so this commercial will be like a reminder for them to keep choosing this brand. They also can choose different brand if the message from the commercial can touch them emotionally.

"If the taste is so good, they can pick that brand over and over. For example, like Indomie, i like it so much. And when they give a discount, i will buy more. "

"Mostly i see the commercials on social media, they usually share information about promo or discounts or new menu for noodle creation. But i seldom see it directly on website or their official account. Indomie are also easy to be found on convenient store." (MA)

"For example, i stay up late until midnight and find myself hungry, so i pick this instant noodle. I go to straight to Indomaret to buy it. But different case, when i am in home so i am lazy to go anywhere and better to go sleep. But then i realized, i borrowed korean instant noodle Shin Ramyun yesterday, so i directly decide to cook it rather than i go out to find Indomie. The other options are Popmie or Migelas. So there are plus and minus point to make it choose it. It depends on the visual if it can indulge me to purchase, so i don't think twice. First purchase is usually visually attempted but if its quality is low, there is no second purchase." (NC)

For the evaluation, both of informants don't give any feedbacks. The main factor is amazing actor who can describe and deliberate interesting visual and sound to make people crave more. The expression of the actor must be excellent, so they can describe the enjoyment of eating the products. Based on informant's thinking, the popular actor gives a plus point so we can pay attention for the commercial a little longer. But it doesn't have to be a popular actor, as long as they can present it visually attempting. The duration of the commercials is usually longer because of storyline.

4. Conclusion

For the result, the conclusions from this journal are:

- The more media exposure that people get the more the effects can be raised from that commercial. The highest exposure comes to millennial target from social media more than conventional media because it can be accessed everywhere and anytime. They access social media mostly on break time.
- Social media can build intimacy and interaction between brand and consumer, that is cannot easily be found on conventional media. Social media can connect with consumer more personally so they are more focus on commercial messages.
- Therefore, Instagram have more benefit on visual, compared with other social media. They can provide the high quality feature for photo or video that can tell a story about engaging reality to build emotional relation with customers.
- Social media can build emotional relation by giving a story about reality or relevant experience to the targeted consumer. In result, audience who watch it can feel related with commercial personally so it will build a deep relation between product and consumer (proximity). At the end, they want to consume that product to create that story again to become a reality. The emotional relation can lead consumer's appetite.
- First, brand gives the story about the reality that connects with the consumer's personality. Second, it is supported with high social media exposure. Third, audience feels the connection between the story and their moment right now. Last, it will cause the intention to purchase.
- The message of the commercials has a big role for constructing the consumer's loyalty, which pursue them to buy the products, then if the quality of the products matches with the expectation of consumer. It will lead repurchasing. However, the consumer's buying decision will depend on context and accessibility. If the efforts are much bigger than the benefit of the products, so the consumers tend to change their options with the other similar brands that are easily be found. This rules is same with brand Indomie that is one of the FMCG products in Indonesia.
- *Emotional marketing* pursue customer to remember the brand and associate their message to reality where customers can relate to the context of the story. However, the buying decision based on the context and how much effort they should give.

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